

ROTARY CLUB OF ESSEX SHAD BAKE 2025

CHOOSE YOUR SPONSORSHIP

		Roe	Shad	Fisherman	Captain
Investment		\$500	\$1000	\$2,500	\$5,000
Number of Shad Bake Tickets Provided		2	4	8	10
PRE-EVENT PUBLICITY (To be included in pre-event publicity donation must be received by 5/2/2025)					
Web	Logo on Rotary websites with link	✓	✓	✓	✓
	Listing on SHAD Bake video	—	—	✓	✓
Social Media	Facebook, Instagram	✓	✓	✓	✓
Print	Listing in publicity: Press releases	—	✓	✓	✓
	Listing in publicity: Posters	—	—	✓	✓
	Special photo-op with press release	—	—	✓	✓
	Logo on SHAD Bake banner on West Avenue	—	—	—	✓
AT THE SHAD BAKE—ESSEX ISLAND MARINA					
Board	Listing in Sponsor Acknowledgment Board	✓	—	—	—
	Logo on Sponsor Acknowledgment Board	—	—	✓	✓
Banner	Listing in large format banner (West Ave)	—	—	—	✓
	Display your company banner at event	—	—	✓	✓
Program	Listing	✓	✓	—	—
	Small (2" x 4") 4-color ad	—	—	✓	—
	Large (4" x 4") 4-color ad, first two receive back cover	—	—	—	✓
Space	Display your marketing materials on shared table at event	—	✓	—	—
	Display your marketing materials on your own table at event	—	—	✓	—
	Display your company in your 10' x 10' tent	—	—	—	✓
Verbal	Verbal acknowledgment at the event	—	—	✓	—
	Lead recognition through live announcements at the event	—	—	—	✓
AFTER THE SHAD BAKE					
	Inclusion in post-event ad	✓	✓	—	—
	Lead acknowledgment in post-event ad	—	—	✓	✓

SHAD BAKE 2025
Saturday June 7, 2025
3:00 to 6:00 p.m.
Safe Harbor Essex Island Marina

Speak to us about other accommodations/benefits
Donations are tax deductible to the extent allowed by law.

SPONSORSHIP FORM

Sponsor Name: _____

Listed Name: _____

Contact Name: _____

Address: _____

Phone: _____

E-mail: _____

Website: _____

Provide number of sponsor tickets requested:

Shad

Chicken

(Please note that each ticket requested reduces the tax-deductible amount of your sponsorship by \$40.)

Please return this form by 5/2/2025 with your check payable to:

Rotary Club of Essex Foundation
 PO Box 484, Essex, CT 06426

My check, payable to the
Rotary Club of Essex Foundation
 is enclosed mail to: P O
 Box 484, Essex CT,
 06426.

Sponsor Level:

Roe (\$500)
 Shad (\$1,000)
 Fisherman (\$2,500)
 Captain (\$5,000)
 Clams \$_____

(fill in amount less than \$500)

THE PROGRAM

The Rotary Club of Essex Annual Shad Bake. This is the quintessential New England shoreline tradition. Yankee Magazine has called it one of the "Top 20 Summer Events."

450 diners and many other spectators will attend the Shad Bake on Saturday, June 7. For shad lovers, the lure is the secret ingredients and the authentic open fire method of preparation and cooking handed down from Connecticut natives. Added to this delicacy is homemade potato salad, tossed green salad, and pie from Lyman Orchards.

During the event, there will be live music overlooking the majestic Connecticut River, it is the perfect way to kick-off summer.

YOUR SUPPORT

As a sponsor of the Essex Annual Shad Bake, your support will help to sustain the many programs and activities provided by the Rotary Club of Essex. Each year the Rotary Club of Essex gives thousands of dollars to worthy community charities and causes.

By being a sponsor, you help build visibility for your business through a variety of benefit options. With a broad audience, significant marketing activities in a number of media outlets, and the combined resources, sponsorship adds up. Best yet, your donation is tax deductible to the extent allowed by law.

ROTARY MISSION STATEMENT

The Rotary Club of Essex is the local chapter of Rotary International that is made up of service minded professionals. The club and its members are committed to improving the community, connecting with other professionals, sharing their time and experience with the young, supporting global causes, and using their skills to help others. For more information about the Rotary Club visit www.rotaryclubofessex.com.

Send completed form and check made out to
Rotary Club of Essex Foundation to:

Rotary Club of Essex Foundation | P O Box 484 -Essex CT, 06426
| Joseph.Shea1@ajshea.com | couper2006@gmail.com |
essexrotarycorrespondence@gmail.com

SPONSOR INFORMATION



SATURDAY
JUNE 7th, 2025

Limited tickets available

